



REACH-OUT ~~~~~

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11 Corporate Hill Drive, Suite 111
Little Rock, AR 72205
Phone: (501) 664-1180
Toll Free: 1-866-35-REACH

Microsoft
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Microsoft Dynamics CRM Accelerators Demystified

Just when we thought Microsoft Dynamics CRM 4.0 couldn't get any better, Microsoft announced the release of a series of Dynamics CRM 4.0 Accelerators.

What are Accelerators?

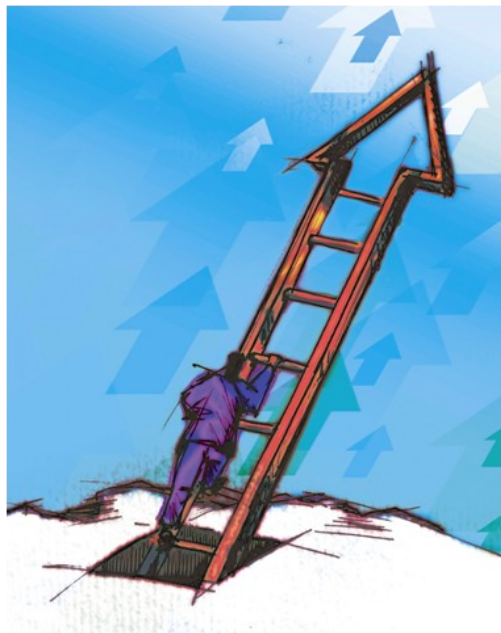
Microsoft Dynamics CRM 4.0 Accelerators are a set of add-on solutions developed by Microsoft for Dynamics CRM 4.0. Each accelerator is available at no cost and enhances the functionality of the Microsoft Dynamics CRM 4.0 platform in specific functional areas to broaden the Marketing, Sales, and Service capabilities.

The Microsoft Dynamics CRM 4.0 Accelerators are functionally rich "as-is," but can also act as a platform for building custom user functionality. Each accelerator is fully supported by Microsoft Dynamics CRM Support and includes all source-code.

Because of Microsoft Dynamics CRM's metadata-driven application structure, the Microsoft Dynamics CRM 4.0 Accelerators can be deployed for both on-line and on-

premise environments. Here is a list of currently available accelerators:

- Analytics
- E-Service
- Event Management
- Enterprise Search
- Sales Methodologies
- Extended Sales Forecasting
- CRM Notifications
- Business Productivity Newsfeed
- Business Productivity Workflow Tools



The Microsoft Dynamics CRM 4.0 Event Management Accelerator and E-Service Accelerator both easily

integrate with any ASP.net website and provide an Internet web portal with direct links into Microsoft Dynamics CRM 4.0.

REACH Implements Accelerators

REACH-Solutions has already completed implementation of some of the Dynamics CRM 4.0 Accelerators for Customers and is currently implementing the Event Management Accelerator and E-Service Accelerator internally to enable us to better serve our Customers.

(Continued on Page 4)

Special Points of Interest

CRM Accelerators

ISV Corner:
Azox

Customer Profile:
Arkansas Lighthouse for the Blind

Introducing Lunch 'n' Learn Seminars

Microsoft "Goes Green"

Test Your Nautical Knowledge!

Microsoft Sure Step

Convergence 2009 Successful

At the Helm

ISV Corner: Azox

As a Microsoft Gold Certified Partner and Strategic ISV, Azox is a recognized leader in eCommerce for the Microsoft Dynamics GP market. Azox develops and delivers fully integrated e-commerce solutions, online payment solutions, and distribution modules to a variety of companies around the globe. Since its inception Azox has grown at a fast pace. Thriving on integration and innovation Azox builds solutions with superior functionality and flexibility allowing customers the ability to service themselves. These are among the reasons that Microsoft Dynamics partners do not hesitate to recommend Azox's products and services for their customers.

Direct Microsoft Dynamics GP Integration:

Azox delivers a webstore that offers direct integration to GP leading to streamlined checkout, reorder ability, order tracking, account payment and sales history. It is robust with search/browse by item or description capability. eSource eliminates the need for customer service phone calls by empowering your customers to help themselves. In a down economy customers want a webstore that is flashy, SEO optimized and integrated to their back office. eSource offers customers easy search capabilities, configurable layouts and real time pricing, availability and information. All of this with a single point of maintenance, with the ability to support multiple webstores on the front end. This ultimately provides a fast, seamless checkout that enables your back office more time to fulfill orders.

Product Overview:

Azox is among an exclusive group of managed ISV's. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

[E-Commerce Solutions](#)

[E-Payment Solutions](#)

[Dynamics Extensions](#)

[Distribution Modules](#)

Azox's Commitment:

Azox's mission is to provide its customer with the best in kind solutions to improve their bottom line and expand their businesses through the use of technologies. Through diligent recruiting and training, Azox's team of professionals is highly capable and committed to provide world class support and service. Azox's industry leading e-commerce suite includes eSource B2B, eSource B2C, eSource Sales Portal, and eCatalog,

which provide fully integrated web storefronts that are built on Microsoft Dynamics GP. e-payment Solutions include the Credit Card Extension for Microsoft Dynamics GP and the Credit Card eInterface for online payment processing.

Customer Profile: Arkansas Lighthouse for the Blind

Contributed by John McAtee

Arkansas Lighthouse for the Blind was started in 1940 By the Rev. Jeff Smith. Originally situated in a workshop behind the Arkansas School for the Blind, it was later relocated to a facility in east Little Rock which was dedicated by Helen Keller. We currently operate a manufacturing facility on 69th and Murray streets in Little Rock.

Our mission is to improve the quality of life and independence of the blind and visually impaired. To meet this mission, we provide jobs in manufacturing operations with several product lines. Our largest customer is the federal government. We produce a sand colored T-shirt, a nylon utility belt, and a Bandoleer pouch for the U. S. Army, and a navy colored T-shirt for the U. S. Navy. We are proud that our goods are used by our Armed Services. The government is a demanding customer and purchases only the best for our service men and women, and our quality has been found equal to those demands. Additionally, we manufacture and sell steno books and other paper office products which are sold to Base Supply Centers and the General Services Administration.

The Lighthouse has been growing both in number of employees and in sales dollars for the last couple of years. We have, within the last year, added an employee responsible for Product Development, and we expect that growth to continue. As a matter of fact, we are currently engaged in a \$3.6 million construction project to expand our production facility and warehouse. We have moved material into a newly built warehouse, and are now renovating the old warehouse space to house new production. We are excited by the possibilities this will afford us!

We have used Microsoft Dynamics GP since approximately 2004, and have had a good relationship with REACH-Solutions for that time. We currently use GP for basically all of our business functions including general ledger, purchasing and accounts payable, sales and accounts receivable, payroll, and inventory.

We use SmartLists quite often, both for regular and ad hoc reporting. We are looking forward to more growth, and to Microsoft Dynamics and REACH to assist that growth.

Introducing REACH Lunch 'n' Learn Seminars

Our customers will no longer have to wait 3 months to learn new Dynamics-specific content at our GP User Group meetings. In April 2009, REACH-Solutions began offering Lunch 'n' Learn seminars to its customer-base, in an effort to keep customers apprised of current and relevant information. Because we value the investments our customers have made into Microsoft Dynamics technology, we at REACH continually seek out new ways to keep our customers informed of the armory of functionality available to them, which can be used to greatly enhance their businesses. The newly launched Lunch 'n' Learn series will not only serve as a great forum for customers to learn what's new and available in Microsoft Dynamics, but will also provide another stage for customers to receive feedback into real-life scenarios taking place at their business today, and learn how Microsoft Dynamics can help.

Our first Lunch 'n' Learn session was held at REACH-Solutions on April 23, 2009; the topic was "50 Tips in 50 Minutes," wherein Tom Major demonstrated an array of tips and techniques that he learned while at Convergence 2009. After receiving several customer inquiries about remote attendance, Tom decided to host the event both in person and also on the web, via telephone conferencing and Microsoft Live Meeting. This enabled several of our customers located outside of the Little Rock metropolitan area to attend the Lunch 'n' Learn seminar remotely. It was such a successful addition to our meeting that Tom has decided to make as many of our future Lunch 'n' Learn seminars (and GP User Group meetings) available remotely as possible.

We have scheduled tentative dates for our Lunch 'n' Learn sessions throughout the rest of the year, each month that we do not hold a GP User Group meeting. When possible, we scheduled the Lunch 'n' Learn sessions for the third Thursday of the month. Although these dates are subject to change (in the event of an unavoidable conflict), don't worry—if we have to reschedule, we will give notice in plenty of time so that you can adjust your schedules accordingly.

In our upcoming June GP User Group Meeting and the next several Lunch 'n' Learn seminars we will feature in-depth coverage of Dynamics Reporting tools and options. We understand that getting the most information from your

Dynamics solution includes a solid reporting structure so we want to take time to highlight your options. Here is a tentative list of our upcoming meetings and topics:

- **June 17, 2009** (GP User Group Meeting): Introduction to Lunch 'n' Learn: First topic—Reporting Series^{1 2 3}
- **July 26, 2009** (Lunch 'n' Learn): Dynamics GP Report Writer¹
- **August 20, 2009** (Lunch 'n' Learn): Microsoft SQL Reporting Services and Crystal Reports^{1 2 3}
- **October 15, 2009** (Lunch 'n' Learn): SmartLists and SmartList Builder¹
- **November 19, 2009** (Lunch 'n' Learn): Excel/Microsoft Office and Excel Report Builder¹
- **Date TBD:** FRx and Report Manager^{1 2}

Lastly, please note that if you go to our website, we now have an "Events" page that lists upcoming events. From there you can register yourself and anyone else on your Team for our Lunch 'n' Learn meetings, so check regularly for new listings. If you have trouble registering or have any other questions about our new Lunch 'n' Learn series, please do not hesitate to contact us.

We look forward to seeing you in future meetings!

¹ Denotes the topic is applicable to Dynamics GP.

² Denotes the topic is applicable to Dynamics SL.

³ Denotes the topic is applicable to Dynamics CRM.





Microsoft "Goes Green"

Microsoft launched a major effort to "Go Green" by eliminating complex and environmentally unfriendly plastic packaging for Microsoft Dynamics™ Products on January 5, 2009. As part of this initiative, Digital download is now the primary method of media fulfillment for all Microsoft Dynamics products

Starting on August 1, 2009, Microsoft Dynamics will begin to charge a nominal fee (the regional equivalent to \$20 USD per CD SKU plus shipping and handling) on replacement orders for all products currently available via digital download. Customers in the Asia Pacific region will continue to receive free physical media when they make their initial license order. Physical media will also be available to customers who are current on their Business Ready Enhancement Plan coverage, when a new release of a product is launched.

As part of this effort to reduce the impact on our environment, Microsoft Dynamics Partners who still choose to receive physical media will now be sent a completely streamlined media package consisting entirely of Microsoft Dynamics-branded discs in sleeves. All the necessary informational, marketing and training materials will be available right on those discs rather than included as additional packaging inserts.

Interested in how else Microsoft is aiming to reduce its negative environmental impacts, or how Microsoft can help your business reduce its carbon footprint? Point your browser to:

<http://www.microsoft.com/environment/>



*(Continued from Page 1: **Microsoft Accelerators...**)*

Using the Microsoft Dynamics CRM 4.0 Event Management Accelerator will remove our need to use a REACH-external website for event registration. Now, a Customer interested in registering or viewing REACH-Solutions events can simply navigate to the REACH-Solutions website, click on the "Events" page and view/register for upcoming events. The primary benefit of this functionality is it allows organizations to completely manage their events from an internal centralized application. New event publishing to the web portal and Customer registration from the web portal are seamless and the information is recorded automatically in Microsoft Dynamics CRM 4.0.

When REACH implements the E-Service Accelerator, it will not only empower Customers to edit their Account and Contact information on file, it will also provide Customers the ability to create and monitor Service Requests opened with us. Using the functionality contained with the new Microsoft Dynamics CRM 4.0 E-Service Accelerator, REACH-Solutions will be able to accept, track, monitor, and provide status updates on Service Requests by utilizing the web based application functionality provided by this accelerator. Customers will also have the ability to add attachments and case notes to the support request which will assist REACH with the resolution of the issue.

Of course, Customers are **always** welcome to contact our Support Desk directly via telephone or e-mail to request assistance or to make any changes to their respective account's information.

So as you can tell, we at REACH are excited about the Microsoft Dynamics CRM 4.0 Accelerators and trust you will be too. If you would like to find out more about Microsoft Dynamics CRM 4.0 and the Microsoft Dynamics CRM 4.0 Accelerators, please contact us. We would love to share our experiences and help you determine how these Accelerators might quickly and easily add value to your organization!

E-mail: csr@reach-solutions.net

Phone: (501) 664-1180, option 2

Visit us on the web to see the Accelerators in action!

Test Your Nautical Knowledge!



Let's find out how your sailing knowledge is coming along! Go ahead, quiz yourself and see if you can rightfully call yourself "seaworthy." Answers are at the bottom of the page (turn the page upside down).

1.) The "poop deck" is:

- A.) a very, very stinky area of the ship.
- B.) the highest deck at the aft end of a large ship.
- C.) where you go when you need a nap.

2.) Openings along the edges of a ship's deck are called:

- A.) deck holes.
- B.) sniggle-wiffers.
- C.) scuppers.

3.) To greet a fellow sailor, you'd say:

- A.) "Ahoy!"
- B.) "Aboard!"
- C.) "Abaft!"

4.) In sailing, the "bow" of the ship is:

- A.) where food is stored.
- B.) the front of the ship.
- C.) used to steer the ship.

5.) "Flotsam" is:

- A.) any part of the wreckage of a ship or its cargo found floating on the sea.
- B.) a small town in Germany which is famous for its novel sailing competitions.
- C.) a sailing term used to describe someone or something that is not seaworthy.

6.) A "catboat" is:

- A.) a sailboat with zero sails.
- B.) a sailboat with more than two sails.
- C.) a sailboat with a single sail.

7.) A "halyard" is used to:

- A.) raise or lower a sail or spar.
- B.) measure the angle at which the wind is to the ship.
- C.) punish insubordinate sailors.

8.) The "mizzen mast" is:

- A.) the mast nearest the front of the ship.
- B.) the middle mast.
- C.) the mast nearest the rear of the ship.

9.) What is a "binnacle?"

- A.) A small marine animal with a shell that attaches itself to rocks, ships, and sea animals.
- B.) A case or box on the deck containing navigational instruments for easy and quick reference.
- C.) A lifting device that uses pulleys and ropes/chains.

10.) An "altimeter" is:

- A.) a device used to measure the distance above sea level or above the earth's surface
- B.) a device used to measure the precise latitude of where the boat currently is.
- C.) actually only used in race cars.

How well did you fare?

1-2 correct: Land Lubber

3-4 correct: Cabin Boy/Girl

5-6 correct: Crew

7-8 correct: Captain

9-10 correct: Admiral

ANSWERS: 1.) B; 2.) C; 3.) A; 4.) B; 5.) A; 6.) C; 7.) A; 8.) C; 9.) B; 10.) A.

Microsoft Sure Step—Keeping Things on Track

Have you ever wondered how REACH keeps its implementation projects moving forward and on time? In 2008, Microsoft updated its Dynamics GP-specific implementation methodology, which we then adopted at REACH, helping us to drive implementations forward to success and minimize the time needed for organizations to adopt their new solution. Below is some information on this new Microsoft methodology and how it can beneficially impact implementations.

Q. What is Microsoft® Dynamics Sure Step?

Microsoft Dynamics® Sure Step is a key part of the Microsoft Dynamics experience for both customers and partners. It provides a scalable, repeatable implementation methodology for Microsoft partners to use when implementing Microsoft Dynamics solutions. By using a consistent methodology consisting of best practices gathered from Microsoft Dynamics implementations worldwide, partners can reduce implementation time, cost and risk while boosting their consultants' productivity. For customers, Sure Step can provide structured implementation projects that are on-time, on-budget, and to specification. Simply put, the Microsoft Dynamics Sure Step implementation methodology streamlines the implementation process for both Customers and Partners, which can be specifically tailored to an individual organization's needs to ensure effective and results-driven project management of your Dynamics implementation.

Q. How can my organization benefit from REACH-Solutions using Microsoft Dynamics Sure Step?

Microsoft Dynamics Sure Step is designed to help increase productivity by providing a consistent approach and standard set of tools and templates that help ensure projects are completed efficiently, driving business value right away, while helping increase satisfaction and reduce business risk.

Q. How do Customers benefit from Microsoft Dynamics Sure Step?

Using Sure Step ensures that Microsoft Dynamics financial management, supply chain management, and customer relationship management solutions are efficiently implemented, optimized, and enhanced in a systematic way. As you embark on a multi-year relationship with

your Microsoft Dynamics solution, Sure Step provides you the confidence that Microsoft is putting as much thought into total cost of ownership and customer satisfaction as it is into new features in the products. You can focus on growing your business and capturing new business opportunities with the confidence that REACH-Solutions, equipped with Microsoft Dynamics Sure Step, will be with you every step of the way.

Q: Is project management discipline included in Sure Step?

Yes. Project management is a key element and is embedded throughout the entire Sure Step project life cycle. This approach is a key differentiator for Sure Step as opposed to other implementation methodologies in use today for Microsoft Dynamics or competitor solutions. Sure Step's project management principles are based on the widely-respected Project Management Institute's (PMI) research. Because many failed implementations are due to poor project management, we believe this aspect of Sure Step can provide a critical boost to partners' success.

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**I am fevered with the sunset,  
I am fretful with the bay,  
For the wander-thirst is on me  
And my soul is in Cathay.  
There's a schooner in the offing,  
with her topsails shot with fire,  
And my heart has gone aboard her  
For the Islands of Desire.  
I must forth again to-morrow!  
With the sunset I must be  
Hull down on the trail of rapture  
In the wonder of the sea.  
"The Sea Gypsy," by Thomas Hovey**

## Convergence 2009 a Success

**Y**ou may recall our write-up in the last newsletter about Convergence 2009, which took place in New Orleans, Louisiana from March 10-13, 2009. Tom Major and Daniel Nicklaus of REACH-Solutions, who both attended Convergence, regarded the event as a success. The annual event provides partners and customers insight into the directions Microsoft is steering its Dynamics products and also highlights ways in which Dynamics solutions can help companies cut costs, improve operational efficiencies, increase employee productivity, and maximize current platform investments.

If you were unable to attend, you can still experience the event from the comfort of your office or home! Microsoft launched a page on its Convergence 2009 website called "Virtual Convergence 2009" that allows you to view the Keynote speeches, the product-specific General Sessions, and sample several of the many seminars held this year. To view Virtual Convergence 2009, point your browser to:

<http://www.microsoft.com/dynamics/convergence/>

[neworleans09/](http://www.microsoft.com/dynamics/convergence/neworleans09/)

Next year's Convergence will held in Atlanta GA from April 25-28. Although it is too early to register, keep checking the Convergence website for updates on next year's event which promises to be every bit as informative and exciting as this year's event. The Microsoft Convergence website can be viewed by pointing your browser to:

<http://www.microsoft.com/dynamics/convergence/>

If you have any other questions about Convergence feel free to contact us.



## At The Helm: A Message From Tom



It's been a couple of months since Convergence in New Orleans. We had the best turnout of REACH customers than ever before. Glad to see them there. Their comments to me were that Convergence is certainly worth the investment. Due to the economy, attendance was down 30%, but there were still over 7,000 attendees. If you haven't heard, Convergence will be in Atlanta next year April 25th through the 28th. Put it on your calendar!

We learned several things at Convergence. Dynamics GP will be receiving Service Pack 4 this summer. Some new features will be of interest to all. One of note is the announcement that FRx will be retired in four years. The replacement product called Report Manager will be included in Service

Pack 4. Initially it won't be as robust as FRx, but over the next four years it will not only become better than FRx, but will replace FRx and Forecaster as well. As an existing customer current on your enhancement plan, you will receive this new reporting product for free with the Service Pack. Another hot item is the added functionality for Extender. We'll be doing a Module of the Month in July along with a companion Webinar to show you this exciting tool. Don't miss out on this!

Recently we learned of a new POS product called POS 2009 coming out in August. It replaces the existing POS product, but will not replace RMS for several years. The RMS HQ product will not have a successor but will continue to exist until something like 2017. Microsoft is going to let

Partners provide the HQ like services. We've got lots of time on this one. Let's wait and see.

If you haven't noticed, we've made some substantial changes to our website thanks to Gil Barrera on our Support Team. We've completely redesigned it and have added integration to our internal CRM by adding two CRM accelerators for Customer Service and Events. You can learn about them in this newsletter. We're working to improve our ability to serve you better!

We're really enjoying our new offices. Come by and see us!

Sincerely,

Tom Major

## REACH-Solutions

**11 Corporate Hill Drive, Suite 111**

**Little Rock, Arkansas 72205**

**Phone: (501) 664-1180 or**

**Toll Free: 1-866-35-REACH (866-357-3224)**

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## Tips for Getting the Most from your Microsoft Dynamics Solution:

### Named Printers

The Named Printers feature in Microsoft Dynamics GP provides additional printer control to the system administrator and users of the application. Using Named Printers, your system administrator can assign specific printers to particular users, tasks, and/or companies. Doing this eliminates the need for a user to repeatedly choose which printer to use when printing reports, checks, SmartLists, and other items. This comes in very useful for those who have a dedicated forms printer or workstations with personal printers attached.

Assigning Named Printers is also easy! To setup Named Printers, open the Named Printers window—to open this window, click **Microsoft Dynamics GP** menu >> **Tools** >> **Setup** >> **System** >> **Named Printers**.

When accessing the Named Printers feature for the first time, you will be asked to enter a Machine ID and default printer information in the Named Printer Options window. Enter the Computer name of your machine here (this can be found by navigating to the Windows Control

Panel and opening the System window). The Setup Named Printers window opens. Click Assign to open the Assign Named Printers window used to assign printers to specific tasks, and to typically assign an individual printer for a specific Microsoft Dynamics GP task.

For example, in Payables Management many people use a dedicated check printer. Instead of switching printer output at the time of processing, the printer for the check printing process is predefined in Named Printers. This helps to eliminate mistakes since the correct printer is set to use defaults for the assigned task. Also, the number of copies to print or specific trays can be designated.

Printers can also be defined for each user and company within Microsoft Dynamics GP, making printing errors less likely and simplifying the reporting processes. For additional information on setting up application printers, consult the System Manager print manual available from the Help menu in Microsoft Dynamics GP, or contact

Visit REACH-Solutions on the web at <http://www.reach-solutions.net>

or contact us by phone: (501) 664-1180, ext. 2

or e-mail: [csr@reach-solutions.net](mailto:csr@reach-solutions.net)